

## Research and Development Is Only Half the Story; There's an Art to Creating the Perfect Skin Care Recipe

A six-year collaboration between several dermatologists, a gynaecologist and a world-class cosmetic chemist has turned out to be more than a journey of scientific discovery. The development of Skin MD Natural(tm) 'Shielding Lotion' by 21st Century Formulations is a merger of art and science, creating a lotion that not only scientifically hydrates and protects healthy skin and restores the health of damaged skin, but also meets critical demands for a skin care product that aesthetically feels 'just right.'

Cosmetic chemist Enrique Alabata, who was the director of R&D for the laboratory that created thousands of formulations for a large number of 'A-list' cosmetic companies for over 20 years, was brought in to work on the project. Eight other chemists had failed to accomplish the difficult marriage of protection, hydration and the perfect aesthetics -- how

it feels on the skin of users. "Addressing and solving the aesthetic problems, while achieving and optimising the protective and hydrating properties was a major accomplishment," says Alabata. Ingredients on the labels of skin care products are often similar, sometimes almost identical. Yet the products act and feel completely different from one another. The reason, says Alabata is that there are hundreds of variations of the chemicals or ingredients used in skin care preparations that have the same name. When they are combined in different amounts under entirely different laboratory and factory conditions the end result is unique to that skin care preparation. "It's like going to Spago and tasting one of Wolfgang Puck's classic dishes," Mr. Alabata said, referring to the five-star restaurant created by the world-famous chef. "The ingredients used in the lasagne at Spago are the same as those you use at home, and those used at every other restaurant - noodles, tomato sauce, spices and cheese. But everywhere you go, the results are different. The freshness, the combinations, the amounts used, and the cooking techniques - how they are all brought together is an art form. And there's art, and then there's, well, not art."

To test the new formulation 21st Century enlisted the help of a few customers who had complained about earlier formulations. "It took us more than a year and hundreds of formulations - and a lot of testing with very particular users of skin care lotions - to come up with the final formulation."

"It was a great challenge but very gratifying to create a totally new concept in skin care technology, and to see Skin MD Natural(tm) so well received and performing so beautifully," says Alabata. "For thousands of people, Skin MD Natural(tm) is the most important skin care product on their shelf."

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